

# Parents, Youth & Family Committee Meeting

October 26, 2011

3:30 p.m. to 4:30 p.m.

Conference Room B, Volusia County Health Department



In attendance:

Name	Agency
Brown, Omar	Midtown EcoVillage
Marucci, A.T.	City of New Smyrna Beach Parks and Recreation
Moran, Teresa	Volusia County Health Department
Schlageter, Deborah	One Voice for Volusia

## Welcome/Introductions

Ms. Schlageter called the meeting to order at 2 p.m. Roundtable introductions ensued. Ms. Schlageter and Ms. Moran shared that the Community Inventory was in development and encouraged all who have not submitted information to do so.

## Continue Planning Process to Create a Community Action Plan

The action plan drafted to date was presented (handout). Discussion ensued regarding the addition of the following strategies to be added to the plan:

### Media

- Promote the Let's Move Volusia's YOUth website as a resource to better connect families with local resources for healthy living.
- Support a nationally recognized social marketing campaign that promotes improved nutrition and increase physical activity throughout Volusia County.
- Provide technical assistance, resources and support to assist partners to use common language when discussing the Let's Move Volusia's YOUth Coalition and policy/environmental change.
- Promote "Places to Play" initiative which identifies playgrounds, walking trails and recreational facilities located in Volusia County.
- Encourage mayors and elected officials to become a National Let's Move City or Town.

### Access

- Conduct a county-wide assessment of the summer meal program to identify opportunities to expand the program for children and enhance opportunities to reinforce child and family wellness.
- Support the development of at least one farmers' market to regularly accept EBT, and expansion of EBT accessibility at farmers' markets county-wide.
- Support the development of a farmers' market toolkit to increase access to healthy, affordable foods in low-income communities.
- Provide technical assistance to local parks to secure grant funding for a safe outdoor play area and equipment.

### Point of Purchase/Promotion

- Explore the possibility of innovative programs like a Halloween Candy Buy Back program to bring together businesses, healthcare, and community representatives in promoting good health.
- Encourage community events organizers to promote healthy snacks/lunches.

### Price

- Conduct a county wide-assessment to identify reduced price for parks and facilities usage.

### Social Support & Services

- Develop and provide a Let's Move Volusia's YOUth prescription for healthier living to health care providers that includes goals and resources.

The draft plan, based on discussion from this meeting, is attached. There being no further business, the meeting adjourned. The committee members are invited to mark their calendar for the next Coalition meeting which will be held on Wednesday, November 30, 2011 from 2 p.m. to 3:30 p.m. in Conference Room C at the Volusia County Health Department.

## Parents, Youth & Family Workgroup

Strategies		Action Steps
Media	Support a nationally recognized social marketing campaign that promotes improved nutrition and increase physical activity throughout Volusia County.	<ul style="list-style-type: none"> <li>• Research national campaigns that can be easily adapted locally (i.e. Kidz Bite Back and YMCA's Healthy Family Home).</li> <li>• Work with area PIOs to help develop campaign.</li> </ul>
	Encourage mayors and elected officials to become a National Let's Move City or Town.	<ul style="list-style-type: none"> <li>• Connect with New Smyrna Beach, Oak Hill and Edgewater mayors who are already a Let's Move Town.</li> <li>• Use Campaign Talking Points to Share with Area Mayors.</li> <li>• Follow up.</li> </ul>
	Promote "Places to Play" initiative which identifies playgrounds, walking trails and recreational facilities located in Volusia County.	<ul style="list-style-type: none"> <li>• New Smyrna Beach Parks and Recreation Contact will send initial list.</li> <li>• Build upon work of Volusia County Health Department.</li> <li>• Work with Volusia County Transportation Planning Organization.</li> </ul>
	Promote the Let's Move Volusia's YOUth website as a resource to better connect families with local resources for healthy living.	<ul style="list-style-type: none"> <li>• Staff Development.</li> <li>• Regular Correspondence with Coalition Members.</li> <li>• Share with PIOs.</li> </ul>
	Provide technical assistance, resources and support to assist partners to use common language when discussing the Let's Move Volusia's YOUth Coalition and policy/environmental change.	<ul style="list-style-type: none"> <li>• Develop at Spring 2012 Coalition Meeting (TBD).</li> <li>• Create fact sheets for member use.</li> </ul>

Strategies		Action Steps
Access	Connect with area after-school/extended day coordinators to identify tools to reach the after-school population and incorporate healthy eating/active living tools.	<ul style="list-style-type: none"> <li>• Identify contact to reach coordinators.</li> <li>• Determine best method of communication.</li> <li>• Conduct brief polling.</li> <li>• Incorporate into Community Inventory.</li> </ul>
	Conduct a county-wide assessment of the summer meal program to identify opportunities to expand the program for children and enhance opportunities to reinforce child and family wellness.	<ul style="list-style-type: none"> <li>• Tie goals with Project ACHIEVE.</li> <li>• Identify summer meal programs.</li> <li>• Develop and release assessment tool.</li> </ul>
	Support the development of at least one farmers' market to regularly accept EBT, and expansion of EBT accessibility at farmers' markets county-wide.	<ul style="list-style-type: none"> <li>• Talk with The Chiles Academy who is working on a grant due in March 2012.</li> </ul>

	Support the development of a farmers' market toolkit to increase access to healthy, affordable foods in low-income communities.	<ul style="list-style-type: none"> <li>• Research other toolkits and efforts that were successful.</li> <li>• Connect with EcoVillage.</li> </ul>
	Provide technical assistance to local parks to secure grant funding for a safe outdoor play area and equipment.	<ul style="list-style-type: none"> <li>• Research grant opportunities such as KaBoom.</li> </ul>

Strategies		Action Steps
Point of Purchase/ Promotion	Explore the possibility of innovative programs like a Halloween Candy Buy Back program to bring together businesses, healthcare, and community representatives in promoting good health.	<ul style="list-style-type: none"> <li>• Identify area dentists who offer this program.</li> <li>• Explore ways to help spread the word.</li> <li>• Develop success stories with area dentists to recruit more dentists to participate and others (i.e. pediatricians).</li> </ul>
	Encourage community events organizers to promote healthy snacks/lunches.	<ul style="list-style-type: none"> <li>• Develop recommendation list.</li> <li>• Utilize Let's Move.gov campaign as resource.</li> <li>• Talk with local organizers (i.e. HallowGREEN) to determine what was successful.</li> </ul>

Strategies		Action Steps
Price	Connect with area culinary students to develop an online “healthy recipe book” to include suggested grocery lists for easy shopping and budgeting.	<ul style="list-style-type: none"> <li>• Identify contact at area culinary school to explore project.</li> </ul>
	Conduct a county wide-assessment to identify reduced price for parks and facilities usage.	<ul style="list-style-type: none"> <li>• Start communication with County Parks and Recreation to explore level of interest.</li> </ul>

Strategies		Actions Steps
Support & Service	Develop a Parent's Resource Guide to address the need for referral services, programs and community assets that promote healthy eating and physical activity for children.	<ul style="list-style-type: none"> <li>• Schedule this activity as part of the LMVY Coalition Agenda.</li> </ul>

	Develop and provide a Let's Move Volusia's YOUth prescription for healthier living to health care providers that include goals and resources.	<ul style="list-style-type: none"> <li>• Research other similar efforts</li> <li>• Conduct this strategy at the coalition level.</li> </ul>
	Conduct mapping exercise at coalition level from the Community Inventory.	<ul style="list-style-type: none"> <li>• Schedule this activity as part of LMVY Coalition Agenda.</li> </ul>
	Develop and enhance volunteer opportunities.	<ul style="list-style-type: none"> <li>• Partner with area high schools and colleges in recruiting volunteers.</li> <li>• Poll interest and develop simply action plan to implement.</li> </ul>